A COUPLE OF GUESSES
COULD GET YOU
A COUPLE OF HUNDRED DOLLARS.

2045200527

Source: https://www.industrydocuments.ucsf.edu/docs/xqyk0000

That's the first prize in Benson & Hedges 100's Sweepstakes for the trade only. (It's the equivalent of 100 feet of $1 bills.)

Second prize is 100 $1 bills and third is 100 half dollars.

All you have to do is guess which of the 100 Benson & Hedges 100's Sweepstakes this year will draw the most entries and which the least.

Just be sure your entry card is postmarked by February 1, 1975 and received no later than February 10, 1975.

As for guesswork, it doesn't take any to know that the 100 Sweepstakes will help you sell Benson & Hedges 100's again this year. We're just bringing you this guessing game to help you win another way.

100520528

Source: https://www.industrydocuments.ucsf.edu/docs/xqyk0000

Here are my guesses: sweepstakes #_____ will draw the most entries, sweepstakes #_____ will draw the fewest. Sure hope these guesses work.

Name _____ Store _____

Street _____ City _____ State _____ Zip _____

Official Rules

BENSON & HEDGES 100's TRADE SWEEPSTAKES

1. On the attached postage-free reply card, fill in your name, store name and address and your guess of the sweepstake that will draw the most entries and the one that will draw fewest entries in this year's 100 Sweepstakes.

2. Entries must be postmarked by February 1, 1975 and received no later than February 10, 1975.

3. Winners will be selected by National Judging Institute, Inc. whose decisions are final. In the event of a tie, winners will be selected by a drawing among those entries with the correct answers.

4. This contest is open only to persons over 21 years of age. Employees and their families of Philip Morris, its subsidiaries, advertising and judging agencies are not eligible. Offer is void wherever prohibited or restricted by law.

42021-084-00034

Source: https://www.industrydocuments.ucsf.edu/docs/xqjk0000

1005200529

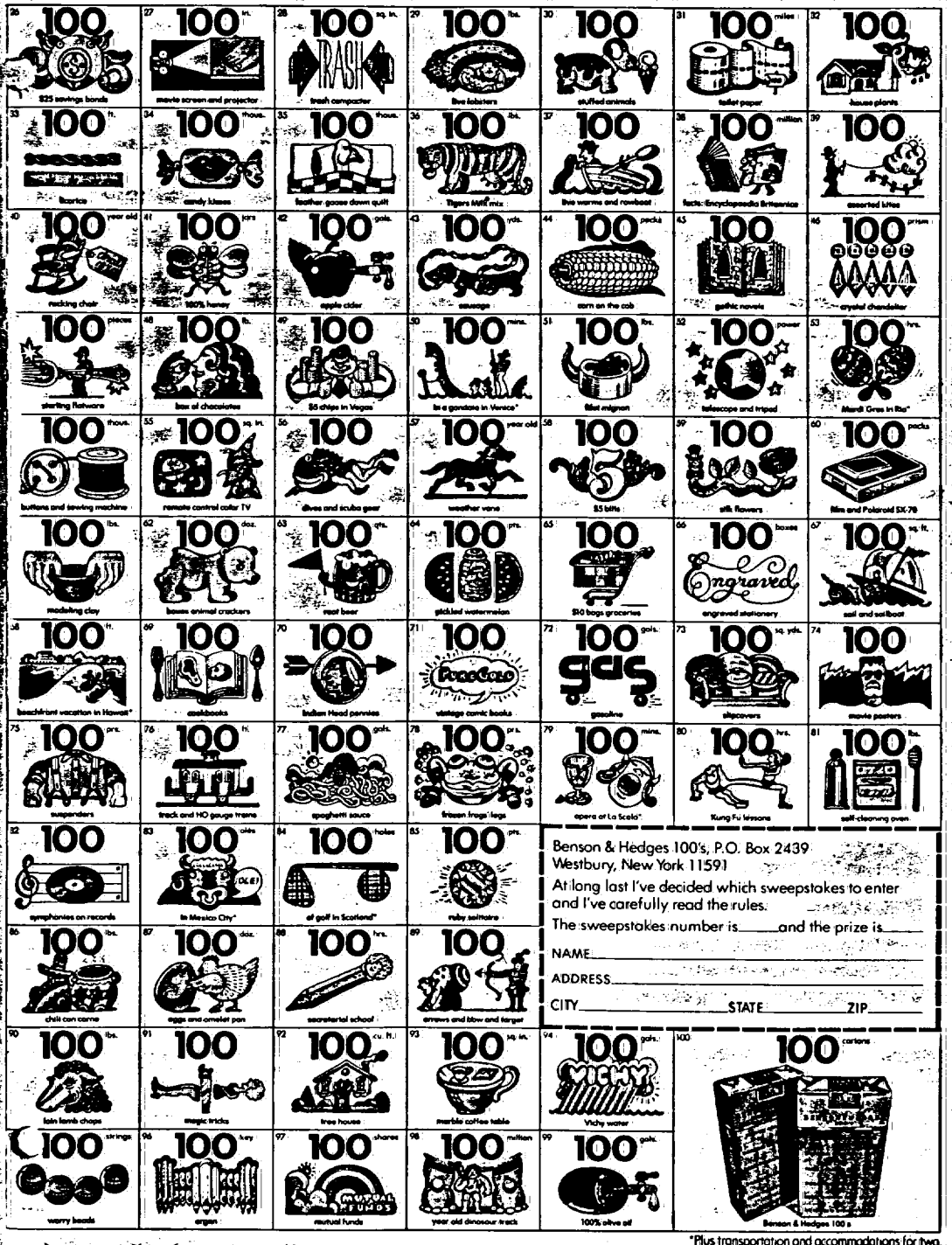
FIRST CLASS
Permit No. 37
Westbury, N.Y.

BUSINESS REPLY MAIL
No postage stamp necessary if mailed in the United States

Benson & Hedges 100's
Trade Sweepstakes
P.O. Box 2366
Westbury, N.Y. 11591

1005200530

Source: https://www.industrydocuments.ucsf.edu/docs/xqyk0000



Benson & Hedges 100's, P.O. Box 2439
Westbury, New York 11591

At long last I've decided which sweepstakes to enter and I've carefully read the rules.

The sweepstakes number is _____ and the prize is _____

NAME _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

*Plus transportation and accommodations for two.

100520531

Source: https://www.industrydocuments.ucsf.edu/docs/xtqyk0000

Why this year's 100's sweepstakes will be your favorite of them all:

Our sweeps have been getting bigger and better year after year. Last year, the third time up, entries were literally in the millions—with proofs of purchase of over 30 million cigarettes.

This year, fourth time up, everything going for you is coming up bigger and better than ever before. Even a simple matter of bigger and better prizes.

And, especially, a bigger and better list of magazines running the full-color double spread you've just seen, adding up to well over 200 million reader impressions through November and December:

Woman's Day
McCall's
Ladies' Home Journal
Playboy
Redbook
Time
New York Magazine
Newsweek
Sports Illustrated
Cosmopolitan
People
Southern Living
Psychology Today
New Times
Texas Monthly
Parade
Sunday
Family Weekly
New York Times Magazine

Order up Benson & Hedges 100's and watch your sales go up, as they have time after time after time.

Benson & Hedges 100's

Regular and Menthol

42021-084-00010

1005200532

Source: https://www.industrydocuments.ucsf.edu/docs/zgyk0000